

ABSTRACT

A remote station for tracking promotion of at least one group of products each of which bears a code that uniquely identifies each product in the group, wherein the remote station may be communicatively coupled to at least one user station is disclosed. The station includes a database resident at the remote station, wherein the database stores ones of the uniquely identifying codes that have been previously received from one or more user stations, and a database server, coupled to the database, that compares each new candidate code received from a given user station against the previously received codes stored in the database. The database server credits an account of a user associated with the given user station with a non-zero promotional credit only if such new candidate code received from the given user station was not previously stored in the database. The database server stores such new candidate code in the database as a previously received code if such new candidate code was not previously stored in the database.